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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/764,709	01/18/2001	Jukka V. Jokinen	4925-75	7582

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EXAMINER

JANVIER, JEAN D

ART UNIT	PAPER NUMBER
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3622

DATE MAILED: 03/30/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/764,709

Applicant(s)

JOKINEN ET AL.

Examiner

Jean D Janvier

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 18 January 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-34 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-34 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date <u>4-5</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Specification

The title of the invention, under 37 CFR 1.72, should be descriptive, brief and technically accurate. Further the title of the invention should appear on top of the first page of the specification.

Information Disclosure Statement

The Examiner does not initial the Japanese document 200-057210 because a translated abstract or copy is not provided.

Claim Objections

Claims 2, 6, 9, 12, 18, 22, 26, 28, 29 and 31 are objected to because of the following informalities:

Concerning claims 2, 6, 9, 18, 22, 26 and 28, the limitations recited therein will be interpreted in the alternative.

Concerning claim 12, "...over either of a short range communication link and a wireless local area network." should apparently be ---...over either a short range communication link or a wireless local area network--.

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Regarding claim 29 (including claims 30-33), lines 1-2, "...wherein the content of the electronic coupon message comprises an electronic coupon..." should apparently be ---...wherein the content of the advertising message comprises an electronic coupon....--.

Concerning claim 31, line 2, "...and..." should apparently be ---... or....--.

Throughout the claimed invention and the specification, the phrase "one criteria" should apparently be --one criterion--.

Appropriate correction is required.

Claim Rejections - 35 USC § 112

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Regarding claim 1 (including subsequent dependent claims) the phrase "and/or" renders the claim(s) indefinite because it is unclear whether the Applicant refers to --and-- or --or-- since the claim cannot recite both **and** and **or (and/or)** at the same time. See MPEP § 2173.05(d).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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- (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-4, 17-20 and 21-24, are rejected under 35 U.S.C. 103(a) as being unpatentable over Buss et al. (hereinafter Buss), US Patent 5, 539, 395A in view of Dedrick, US Patent 5, 724, 521.

As per claims 1-3, 17-19, 21-23, Buss discloses a location dependent information receiving system and method for displaying over a paging system location-oriented messages, such advertisements, on a plurality of users' paging device (cellular telephone) screens if the users or the users' paging devices are within a targeted location, proximate to a local store or store chain selling a product featured in at least one transmitted message or advertising message, matching a location identifier (criterion) as specified by the advertiser of the at least one (transmitted location specific) message or advertising message. In other words, an advertising message for a local store or store chain may be broadcast only to customers being in the vicinity of the local store(s) or a single transmission via the paging system of the advertising message or the incoming signal may be received by a plurality of paging devices located in the proximity (within an area of coverage) of the local stores (generating a an advertising message to be transmitted in a single transmission to a number of mobile units).

In another embodiment, the incoming signal or advertising message may only be broadcast to paging devices if the incoming signal location identifier matches the current

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location of at least one paging device and an address marker or identifier embedded in the message matches the paging device address of the receiving paging device. The latter helps reduce the transmission of unwanted messages to the users of the devices or helps reduce the amount of sorting or going through unwanted information transmitted to the users of the paging devices via the paging system. Specifically addressing the incoming signal to particular devices located in the vicinity of a location of interest allows the system to identify the users associated with the paging devices and wherein the users' profile, such as purchasing habit, can be used to transmit targeted messages to the users when the users' presence is detected, via the uniquely addressable paging devices, within an area of coverage or area of interest. Once again, the transmission of the targeted information or advertising message to the users reduces the amount of information that the users sort through in order to find information relevant to them since the information is specific to the users and related to the vicinity in which the users are or intend to be.

(See abstract; col. 1: 39-48; col. 2: 24-34; col. 3: 58 to col. 4: 46; col. 5: 36-57; col. 5: 64 to col. 6: 17).

As per claims 1, 17, 21, 4, 20 and 24, although it is expected in the system of Buss that the advertiser should pay for distributing his advertising message to at least one user, Buss does not expressly disclose the steps of defining a price for the advertising message based on the number of the at least one of mobile terminal users matching the at least one criterion and debiting the advertiser's or service user's account for the price associated with the transmission

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of the advertisement and for providing a credit to the user (the advertisement comprising an electronic coupon), wherein the value of the credit or coupon is determined by a second criterion.

However, Dedrick teaches a system for providing electronic advertisements to consumers or users in a consumer best-fit profile wherein an advertiser pays the owner of an advertising medium based on how well the consumer's profile matches the advertiser's defined profile as determined by a Metering server 14 of fig. 1. The higher the profile or characteristics of the consumer served by a particular Metering 14 of fig. 1 falls, the higher the fee charged to the advertiser (See abstract). Moreover, the consumer or end-user is provided via his client system 12 of fig. 1 with a software having a graphical user interface (GUI) to participate in the advertising distribution system 10 of fig. 1. The software contains a plurality of fields that allow the consumer or user to input, among other things, his name, password, demographic or psychographic profile information. In addition, the software permits the consumer to receive inquiries, request information by viewing, storing and printing. The client system 12 of the user may also be provided with tools to create content. Further, the software allows the monitoring of the consumer's behavior or interaction with the advertisement in order to measure the effectiveness of the advertising distribution system (col. 3: 29 to col. 4: 2). In fact, a statistical compilation process or tool 26, stored in the consumer's client system 12 permanent memory or hard disk drive, compiles statistical data regarding the consumer's interaction with a piece of information or advertisement from a given advertiser and subsequently forwards these data to Metering server 14 for further processing when the consumer establishes a communication with system 10. In other words, Here, the statistical data include how time the end-user spent

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consuming a unit of information or advertisement or electronic content and how much of the advertisement or electronic content was actually consumed or viewed by the end-user. For instance, a particular advertisement may include ten different screens, which are displayed to the consumer via client system 12. If the consumer spends 15 seconds viewing the first screen and 15 seconds viewing the second screen and then terminates the display, the statistic compilation process 26 transfers information to the Metering server 14 indicating that the specific consumer, having a specific profile, had spent 30 seconds reading the first and second screens (two screens out of ten or 20% usage or consumption-Col. 9: 28-48). **Moreover, at Metering server 14, the compiled information or statistical data is used not only to measure the effectiveness of the system, but also to bill or debit the advertiser's account and credit the consumer's account for spending 30 seconds viewing the two screens out of ten associated with the particular advertisement (fig. 7b; col. 13: 53-63). In other words, the advertiser of a transmitted advertising message, having specific criteria, is charged for the distribution of the advertising message to at least one user based on the number of the user's variables or parameters (from the user's aggregate profile) matching the advertiser's specific criteria and a clearinghouse or processing center debits the advertiser's account based on this matching and based on the number of total users who receive this message or other messages from the same advertiser. Finally, the user's account is credited for reading the advertiser's advertising message (providing a credit or an incentive or a coupon related to the advertising message to the user) such that a credit pricing hierarchy may be established. In short, if a recipient of the advertising message is a highly targeted end-user,**

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he will receive a larger credit or incentive than an end-user that was not targeted by the advertiser/publisher (col. 12: 49-65; col. 13: 64 to col. 14: 43).

Furthermore, it is common practice in the industry to charge an advertiser for distributing his advertising messages to a plurality of users based on the number of click-throughs or impressions received by the advertiser from the users, based on the number of users or customers that were referred to the advertiser's store or site by the owner of the distribution medium or based on the number of successful referrals made by the distribution medium (referrals that lead to purchases) (no further disclosure is necessary here).

Therefore, an ordinary skilled artisan would have been motivated at the time of the invention to incorporate the system of Dedrick into the Buss's system so as to transmit an advertising message, having specific criteria, from an advertiser to at least one of a plurality of users of mobile terminals or paging devices if the at least one user is within a coverage area or area of interest and if variables or parameters from the user's aggregate profile match some of the advertiser's criteria to display an advertising message to a mobile user and to have a clearinghouse or processing center debit the advertiser's account based on this profile variables and proximity or location matching and based on the number of total users who receive this message or other messages from the same advertiser, wherein the user's or recipient's account is credited for reading the advertiser's message displayed on the screen of his mobile device and a credit pricing hierarchy may be established such that if a recipient of the advertising message is a highly targeted end-user, he will receive a larger credit or incentive value (coupon value

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determination) than an end-user that was not highly targeted by the advertiser/publisher, thereby rendering the advertising or message distribution system more flexible and more dynamic while encouraging the user of a cell phone or paging device, whose presence is detected via his mobile terminal in the vicinity of the advertiser's local store, to read an advertising message related to a product or service sold or available at the local store and transmitted on behalf of the advertiser from the paging system and displayed on the screen of the user's s mobile device by crediting an account associated with the user for viewing the transmitted advertising message such that the user receives a higher credit value for being a highly targeted user and wherein the user may redeem or use some of his accumulated credits to acquire or purchase the featured product or service at the advertiser's local store.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

- (b) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 10, 12-14, 29, 31-33 and 34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Buss et al. (hereinafter Buss), US Patent 5, 539, 395A in view of Bandera, US Patent 6, 332, 127.

As per claims 10, 12-14, 29 and 31-34, Buss does not expressly disclose the steps of associating an electronic coupon, having a monetary value, with the advertising message transmitted over the paging system, receiving the coupon at the selected mobile terminal, wherein the coupon is scheduled to be redeemed at a POS where the coupon is validated, nor does he teach tracking the use of the said coupon.

However, Bandera discloses a method, system and/or computer program product for providing time and location specific advertising object and other information object via a communication means 25 of fig. 1 to a user or customer using a portable terminal or mobile web client 21 of fig. 1, having a display or screen, an input device and so forth, connected to the communication means 25 wherein advertising object 32 and other information 34 are returned to the user via a web page 26 in response to the accessing a web site by the user for information and wherein an object oriented programming language such as JAVA (software) or more specifically a JAVA Virtual Machine or JVM is running on the portable terminal so as to allow JAVA Applets (programs written in JAVA) to run on the portable terminal, thereby selecting advertisements to be displayed on the screen of the portable terminal based on the present location, and/or time of the day, associated with the mobile web client or portable terminal used by the user. (See abstract; figs. 1 and 6; col. 2: 33 to col. 3: 41; col. 5: 26 to col. 6: 24; col. 9: 29-41).

In another embodiment, an advertisement object can be selected based on the time of the day a user's request is received by a web server. For example, an advertisement object related to bagels may be selected by the web server and displayed within the requested web page along

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with requested information when the web page request is received between the hours of 6:00 AM-9:00AM, wherein the bagels are sold at a store located in the same area as the user of the Web client. Indeed, an electronic coupon associated with bagels sold at the advertiser's local store is transmitted to the user's mobile client (Handheld device, PDA, cellular phone, etc.) for reading the advertising message, wherein the coupon is stored in the user's mobile device before it is being redeemed at the local store. Data associated with the electronic coupon include an expiration date, a serial number, encrypted information (location identifier and time identifier), wherein the encrypted information is used to prevent the user from manually and programmatically modifying the contents of the stored coupon, especially the coupon value. The user can then take the mobile client to the advertiser's local store POS where during a synchronization process between the mobile client and the POS system, conducted via an IR link, wireless connection, wireline connection, RF link, BlueTooth radio standard connection or a serial cable, the electronic coupon data, including the encrypted information, are transferred to the POS system, which decrypts the received encrypted coupon information to validate the location information, the time of day information and the value of the coupon to thereby making sure that the coupon data were not tampered with before effecting a redemption by applying a price reduction to the user's or customer's order when the required product is purchased. Further, a network registry of coupon serial numbers is utilized to track the use of the coupon to thereby reduce the risk of a coupon being used more than once. At the conclusion of the transaction or redemption, the network registry of coupon serial numbers is updated to reflect the redemption of the said electronic coupon (tracking the use of the coupon) (col. 7: 41-52; col. 7: 56 to col. 9: 42).

See col. 2: 11-23; col. 4: 46-60; col. 6: 42 to col. 7: 52; figs. 6, 8 and 9A-9B.

Finally, it is common practice to print a serial number, a product UPC code, a user's specific code, a redemption location, a coupon value, an expiration date, etc., on a coupon. Hence, the type of information that needs to be printed on a coupon varies from one coupon distributor to another and it is a matter of choice.

Therefore, an ordinary skilled artisan would have been motivated at the time of the invention to incorporate the location and time sensitive system of Bandera into the Buss's system so as to transmit an advertising message, having specific criteria, along with an electronic coupon from an advertiser to at least one of a plurality of users of mobile terminals or paging devices if the at least one user is within a coverage area or area of interest (where the advertiser's local store is located) at a particular time of the day, wherein the electronic coupon data, including expiration date, coupon serial number and encrypted information representative of the local store location or redemption site, the time of the day and the value of the coupon, are stored in the user's mobile terminal, thereby rendering the advertising or message distribution system more flexible and more dynamic while encouraging the user of a cell phone or paging device or mobile client, whose presence is detected via his mobile terminal in the vicinity of the advertiser's local store, to read an advertising message related to a product or service sold or available at the local store and transmitted on behalf of the advertiser from the paging system and displayed on the screen of the user's s mobile device by providing an electronic coupon to the user for viewing the transmitted advertising message and wherein the user may use the electronic

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coupon during a redemption or synchronization process between the mobile client or mobile terminal and the local store POS system, conducted via an IR link, wireless connection, wireline connection, RF link, BlueTooth radio standard connection or a serial cable, where the electronic coupon data, including the encrypted information, are transferred to the POS system, which decrypts the received encrypted coupon information to validate the location information, the time of day information and the value of the coupon to make sure that the coupon data were not tampered with before effecting a redemption by applying a price reduction to the user's or customer's order when the required product or service featured in the advertising message is purchased and at the conclusion of the transaction or redemption, a network registry of coupon serial numbers is updated to reflect the redemption of the said electronic coupon by flagging or deleting the redeemed coupon serial number from the registry in order to reduce the risk of a coupon being used more than once.

Claims 11 and 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over the combination of Buss and Bandera as applied to claims 10 and 29 above, and further in view of Dedrick, US Patent 5, 724, 521.

As per claims 11 and 30, the combination of Buss and Bandera does not expressly disclose the step of providing a credit or a coupon related to a transmitted advertising message to the user (the advertisement comprising an electronic coupon), wherein the value of the credit or coupon is determined by a second criterion.

However, Dedrick teaches a system for providing electronic advertisements to consumers or users in a consumer best-fit profile wherein an advertiser pays the owner of an advertising medium based on how well the consumer's profile matches the advertiser's defined profile as determined by a Metering server 14 of fig. 1. The higher the profile or characteristics of the consumer served by a particular Metering 14 of fig. 1 falls, the higher the fee charged to the advertiser (See abstract). Moreover, the consumer or end-user is provided via his client system 12 of fig. 1 with a software having a graphical user interface (GUI) to participate in the advertising distribution system 10 of fig. 1. The software contains a plurality of fields that allow the consumer or user to input, among other things, his name, password, demographic or psychographic profile information. In addition, the software permits the consumer to receive inquiries, request information by viewing, storing and printing. The client system 12 of the user may also be provided with tools to create content. Further, the software allows the monitoring of the consumer's behavior or interaction with the advertisement in order to measure the effectiveness of the advertising distribution system (col. 3: 29 to col. 4: 2). In fact, a statistical compilation process or tool 26, stored in the consumer's client system 12 permanent memory or hard disk drive, compiles statistical data regarding the consumer's interaction with a piece of information or advertisement from a given advertiser and subsequently forwards these data to

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Metering server 14 for further processing when the consumer establishes a communication with system 10. In other words, Here, the statistical data include how time the end-user spent consuming a unit of information or advertisement or electronic content and how much of the advertisement or electronic content was actually consumed or viewed by the end-user. For instance, a particular advertisement may include ten different screens, which are displayed to the consumer via client system 12. If the consumer spends 15 seconds viewing the first screen and 15 seconds viewing the second screen and then terminates the display, the statistic compilation process 26 transfers information to the Metering server 14 indicating that the specific consumer, having a specific profile, had spent 30 seconds reading the first and second screens (two screens out of ten or 20% usage or consumption-Col. 9: 28-48). **Moreover, at Metering server 14, the compiled information or statistical data is used not only to measure the effectiveness of the system, but also to bill or debit the advertiser's account and credit the consumer's account for spending 30 seconds viewing the two screens out of ten associated with the particular advertisement (fig. 7b; col. 13: 53-63). In other words, the advertiser of a transmitted advertising message, having specific criteria, is charged for the distribution of the advertising message to at least one user based on the number of the user's variables or parameters (from the user's aggregate profile) matching the advertiser's specific criteria and a clearinghouse or processing center debits the advertiser's account based on this matching and based on the number of total users who receive this message or other messages from the same advertiser. Finally, the user's account is credited for reading the advertiser's advertising message (providing a credit or an incentive or a coupon related to the advertising message to the user) such that a credit pricing hierarchy may be**

established. In short, if a recipient of the advertising message is a highly targeted end-user, he will receive a larger credit or incentive than an end-user that was not targeted by the advertiser/publisher (col. 12: 49-65; col. 13: 64 to col. 14: 43).

Furthermore, it is common practice in the art to provide more credits or incentive values to a user who agrees to read more detailed information related to a transmitted advertising message.

Therefore, an ordinary skilled artisan would have been motivated at the time of the invention to incorporate the system of Dedrick into the systems of Buss's and Bandera so as to transmit an advertising message, having specific criteria, from an advertiser to at least one of a plurality of users of mobile terminals or paging devices if the at least one user is within a coverage area or area of interest and if variables or parameters from the user's aggregate profile match some of the advertiser's criteria to display an advertising message to a mobile user and to have a clearinghouse or processing center debit the advertiser's account based on this profile variables and proximity or location matching and based on the number of total users who receive this message or other messages from the same advertiser, wherein the user's or recipient's account is credited for reading the advertiser's message displayed on the screen of his mobile device and a credit pricing hierarchy may be established such that if a recipient of the advertising message is a highly targeted end-user, he will receive a larger credit or incentive value (coupon value determination) than an end-user that was not highly targeted by the advertiser/publisher, thereby rendering the advertising or message distribution system more flexible and more

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dynamic while encouraging the user of a cell phone or paging device, whose presence is detected via his mobile terminal in the vicinity of the advertiser's local store, to read an advertising message related to a product or service sold or available at the local store and transmitted on behalf of the advertiser from the paging system and displayed on the screen of the user's mobile device by crediting an account associated with the user for viewing the transmitted advertising message such that the user receives a higher credit value for being a highly targeted user and wherein the user may redeem or use some of his accumulated credits to acquire or purchase the featured product or service at the advertiser's local store.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 5, 6, 7, 8, 9, 15, 16 and 25-28 are rejected under 35 U.S.C. 102(b) as being anticipated by Buss et al. (hereinafter Buss), US Patent 5, 539, 395A.

As per claims 5, 6, 7, 8, 9, 15, 16 and 25-28, Buss discloses a location dependent information receiving system and method for displaying over a paging system location-oriented messages, such advertisements, on a plurality of users' paging device (cellular telephone) screens

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if the users or the users' paging devices are within a targeted location, proximate to a local store or store chain selling a product featured in at least one transmitted message or advertising message, matching a location identifier (criterion) as specified by the advertiser of the at least one (transmitted location specific) message or advertising message. In other words, an advertising message for a local store or store chain may be broadcast only to customers being in the vicinity of the local store(s) or a single transmission via the paging system of the advertising message or the incoming signal may be received by a plurality of paging devices located in the proximity (within an area of coverage) of the local stores (generating a an advertising message to be transmitted in a single transmission to a number of mobile units).

In another embodiment, the incoming signal or advertising message may only be broadcast to paging devices if the incoming signal location identifier matches the current location of at least one paging device and an address marker or identifier embedded in the message matches the paging device address of the receiving paging device. The latter helps reduce the transmission of unwanted messages to the users of the devices or helps reduce the amount of sorting or going through unwanted information transmitted to the users of the paging devices via the paging system. Specifically addressing the incoming signal to particular devices located in the vicinity of a location of interest allows the system to identify the users associated with the paging devices and wherein the users' profile, such as purchasing habit, can be used to transmit targeted messages to the users when the users' presence is detected, via the uniquely addressable paging devices, within an area of coverage or area of interest. Once again, the transmission of the targeted information or advertising message to the users reduces the amount of information that the users sort through in order to find information relevant to them since the

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information is specific to the users and related to the vicinity in which the users are or intend to be.

(See abstract; col. 1: 39-48; col. 2: 24-34; col. 3: 58 to col. 4: 46; col. 5: 36-57; col. 5: 64 to col. 6: 17).

Conclusion

Although the following references were not officially used in the Office Action, they were highly considered.

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (703) 308-6287). The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (703) 305- 8469.

For information on the status of your case, please call the help desk at (703) 308-1113.

Further, the following fax numbers can be used, if need be, by the Applicant(s):

After Final- 703-872-9327

Before Final -703-872-9326

Non-Official Draft- 703-746-7240

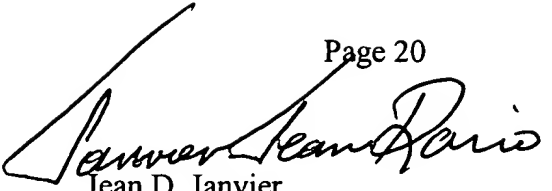
Customer Service- 703-872-9325

Application/Control Number: 09/764,709
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JDJ

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Jean D. Janvier

Patent Examiner

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